

GREENE KING



Greene, King & Sons Ltd
Westgate Brewery
Bury St Edmunds
Suffolk

These notes are intended to be used as a guide and source reference in the preparation of all visual material for Messrs Greene, King & Sons Ltd

As it is not possible to lay down specific instructions to meet every possible contingency, all work should be submitted at the earliest possible stage to

The Advertising manager, Westgate Brewery,
Bury St Edmunds, Suffolk

COLOUR

Colours will be confined in general to Green BS 5-061, Parson's Audley Green, Black, White and Gold

LETTERING

Lettering will be confined to the following as standard –

Letterspaced capitals of Antique No 6, cast as foundry type by

Stevens Shanks and Sons Ltd

89 Southwark Street

London SE1

telephone 01-928 5846 & 3653

Caps and lower case of Modern No 20 and Italic, cast as foundry type by

Stephenson Blake & Co Ltd

44/46 Southwark Street

London SE1

telephone 01-407 1325

Modern No 20 Roman is also available in Letraset Scotch Roman (46) will be used as a body type for

continuous text matter, and is available on Monotype machines for hot metal composition and on the Monophoto for photocomposition.

Alphabets of Modern No 20 and Italic and Antique No 6 Capitals are available from the brewery, based on the 24 pt Size of Modern No 20 and the 18 pt size of Antique No 6. Copies of the symbol in various sizes are also available from the brewery

SYMBOL



BUILDINGS AND SIGNS

To be treated individually in a manner determined by environmental factors. Agreed standard colour to be Green BS 5-061 in the absence of factors requiring the use of other colours. Detailed paintwork will be in white. Antique 6 caps suitably spaced will be used for the words Greene King and other major headings wherever possible, and these will be kept in one line unless impractical. Three dimensional lettering and symbols will have the returns in a different colour from the face. Signs which carry a village name will have the name in Modern 20 Caps and lower case, the words Greene King in Antique 6 Caps

VEHICLES

A detailed specification for painting vehicles is with the Transport Manager. Parson's Audley Green will be used as standard, with lettering and symbol in white. The words Greene King will be in Antique 6 capitals, suitably spaced, and all subsidiary matter in the caps and lower case of Modern 20

GRAPHICS AND OTHER EPHEMERA

Capitals *only* will be used of Antique 6, suitably spaced, and caps and lower case in combination will *always* be used of Modern 20 and italic and Scotch Roman and italic, never caps alone. Scotch Roman will only be used as text and never as headings

The symbol will generally be used without a containing border or ring, and the figure, or parts of the figure, will only be used with an infill when illuminated

A number of reproductions of practical applications will be found in this folder, which are intended to serve as a general guide for the handling of the elements above

